

## Imation Accelerates Channel Momentum in Nexsan Storage Business

**Strong channel growth indicative of value and popularity of Nexsan scalable hybrid storage solutions, partner collaboration, technical support and more**

Official press release below:

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OAKDALE, Minn.—June 25, 2014—Imation (NYSE:IMN), a global data storage and information security company, today announced accelerating global channel momentum and growth in its Nexsan storage business. Since purchasing Nexsan in January 2013, Imation has launched several popular product offerings and further enhanced its comprehensive channel program, making it even easier for partners to sell and implement industry-leading storage solutions for customers worldwide. As a result, Imation has rapidly increased the number of partners in its Storage Solutions Channel Program by 25 percent over the past year.

"Our channel partners are essential to our success, and these strong growth figures are a testament to their unique talents as well as the deep relationships and tight collaboration we have with them," said Ian Williams, group president of tiered storage and security solutions at Imation. "We give our partners an edge in the market, delivering cutting-edge products and services to their customers and growing their bottom lines. We look forward to continuing these efforts, and ultimately delivering even more leading storage solutions that solve real business problems to the market."

Recently awarded a best-in-class five-star rating in the CRN 2014 Partner Program Guide, the Imation Storage Solutions Channel Program has three tier levels (Executive, Concierge and Standard) and market segments (specialties include backup and recovery software, cloud applications/software, data and information management, enterprise network storage, SMB network storage and general storage).

The channel partner program pulls together the latest in marketing automation techniques, lead generation strategies and sales enablement and makes it easily accessible to partners. It also offers industry-leading margins and SPIFFs, opportunity registration and protection, top product support, in-depth training, lead management and sales tools and more. Imation works hard to support its entire network of channel partners, from qualified leads and comprehensive training to discount promotions and incentive programs. Imation is especially focused on expanding partner access to its content syndication program and developing more partner forums for sharing of information and best practices.

Along with their comprehensive channel program, Imation's Nexsan product portfolio enables partners to deliver the right storage products for the right application:

The Nexsan E-Series™ storage array family features industry-leading high-capacity, high-performance data storage solutions. E-Series SAN storage solutions deliver the density and efficiency that mid-market organizations need to add more capacity and lower their overall power, space and operating cost requirements. In addition, innovative ease-of-use functionality makes deploying and managing storage as simple as possible for the resource-constrained IT administrator.

The Nexsan NST Hybrid Storage family delivers convergence, performance and scalability in compact, fully unified hybrid storage systems that can grow with your organization. NST systems simultaneously support Fibre Channel, iSCSI, NFS, CIFS, SMB and FTP protocols within a single storage operating system leveraging DRAM and SSDs to

create a caching tier called FASTier™. With FASTier, the Nexsan NST Hybrid Storage System is able to support the most demanding block-level SAN and file-level NAS workloads within one system, effectively solving the recurring debate between SAN and NAS.

The Nexsan Assureon™ archive storage system is ideal for primary storage optimization, regulatory and corporate compliance and the secure, long-term retention of files. Assureon offloads data from primary storage to free up space for active data and greatly reduces the size, cost and complexity of backups. Security features comply with corporate and governmental regulatory requirements including HIPAA, SOX and SEC-17, and stringent data integrity features like file-fingerprinting ensure the file you save is the file you will retrieve regardless of time.

For more information on Imation's Nexsan storage solutions and their CRN 5-Star channel program, visit [www.imation.com/nexsan](http://www.imation.com/nexsan).

### **About Imation**

Imation is a global data storage and information security company. Our products and solutions help organizations and individuals store, manage and protect their digital content. Imation's storage and security portfolio includes Nexsan high-density, archive and solid-state optimized unified hybrid storage solutions; IronKey™ mobile security solutions that address the needs of professionals for secure data transport and mobile workspaces; and consumer storage solutions, audio products and accessories sold under the Imation, Memorex™ and TDK Life on Record™ brands. Imation reaches customers in more than 100 countries through a powerful global distribution network. For more information, visit [www.imation.com](http://www.imation.com).